ECONOMÍA

CICLO REPASO UNI

ACADEMIA CÉSAR VALLEJO

DEMANDA, OFERTA Y EQUILIBRIO DE MERCADO

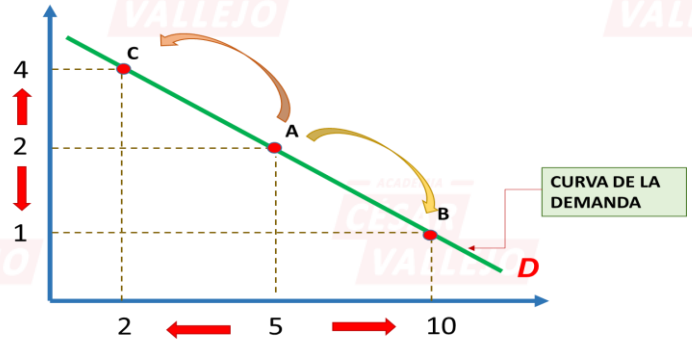
CICLO REPASO UNI

ACADEMIA CÉSAR VALLEJO

DEMANDA

¨El consumidor busca maximizar su satisfacción o utilidad ¨

Demanda (Dx) ≠ Cantidad demandada (Qx)



FUNCIÓN DE LA DEMANDA

$$Qx = f(Px, I, Ps, Pc, GyP, CI, Pb, \ldots)$$

CETERIS PARIBUS
(factores constantes)

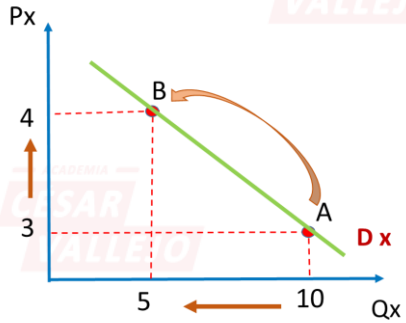
$$Qx = f(Px), \text{ ceteris paribus}$$

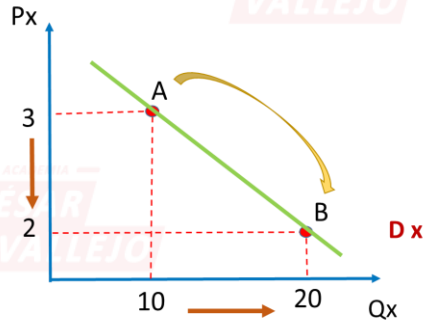
LEY DE LA DEMANDA

- Precio ↑ → Cantidad demandada ↓
- Precio ↓ → Cantidad demandada ↑

VARIACIÓN DE LA CANTIDAD DEMANDADA

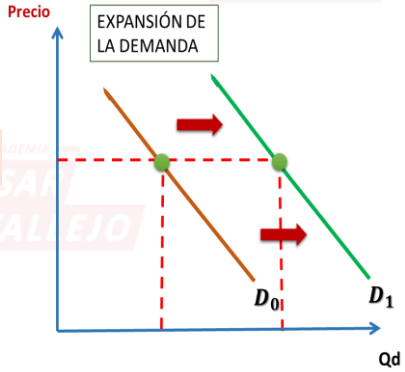
PRECIO DEL PRODUCTO

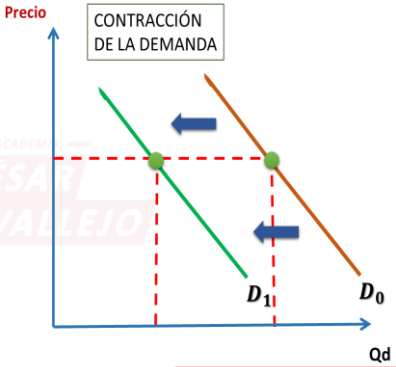




VARIACIÓN DE LA DEMANDA

- INGRESO
- PRECIO DEL BIEN SUSTITUTO
- PRECIO DEL BIEN COMPLEMENTARIO
- GUSTO Y PREFERENCIA
- CLIMA (verano – helados)

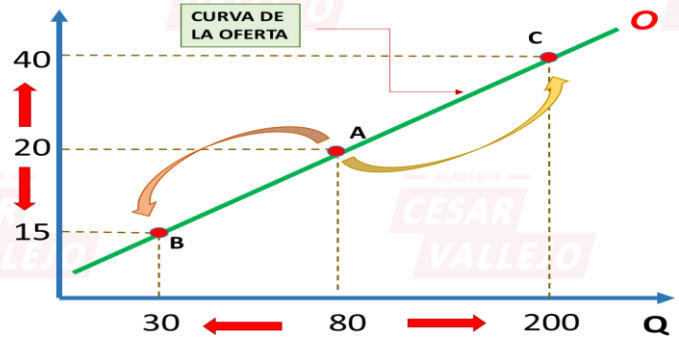




OFERTA

"El productor busca maximizar su ganancia o utilidades "

Oferta (Ox) ≠ **Cantidad Ofertada (Qx)**



FUNCIÓN DE LA OFERTA

$$Q_x^o = f(P_x, T_c, P_s, P_c, CI, CP, \ldots)$$

CETERIS PARIBUS
(factores constantes)

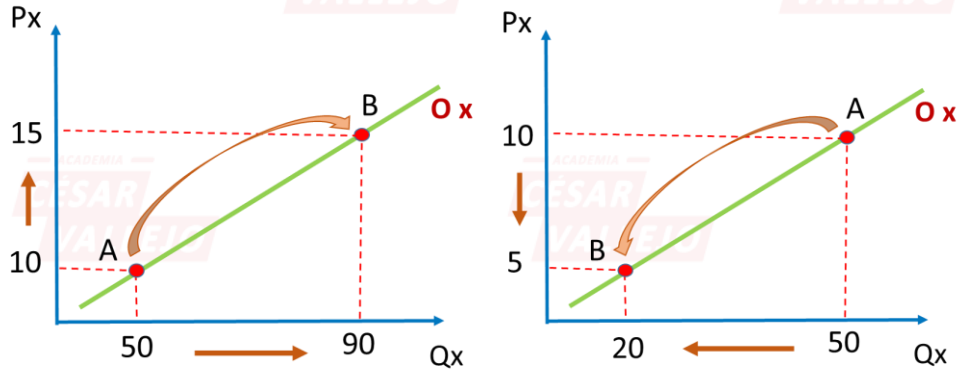
$$Q_x^o = f(P_x), \text{ ceteris paribus}$$

LEY DE LA OFERTA

- ↑ Precio → ↑ Cantidad ofertada
- ↓ Precio → ↓ Cantidad ofertada

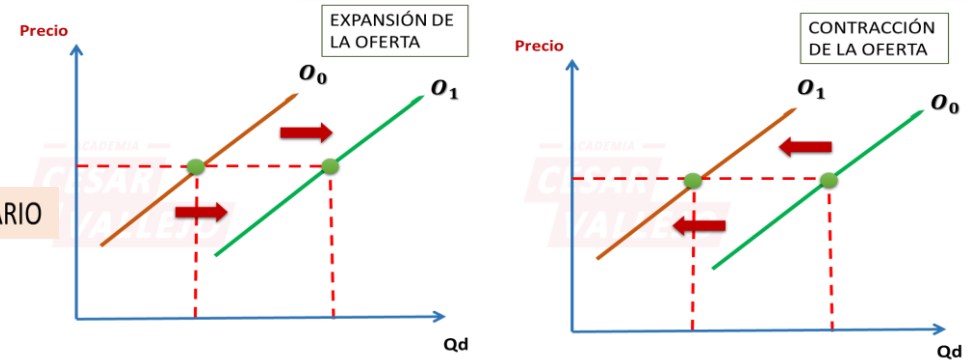
VARIACIÓN DE LA CANTIDAD OFERTADA

PRECIO DEL PRODUCTO

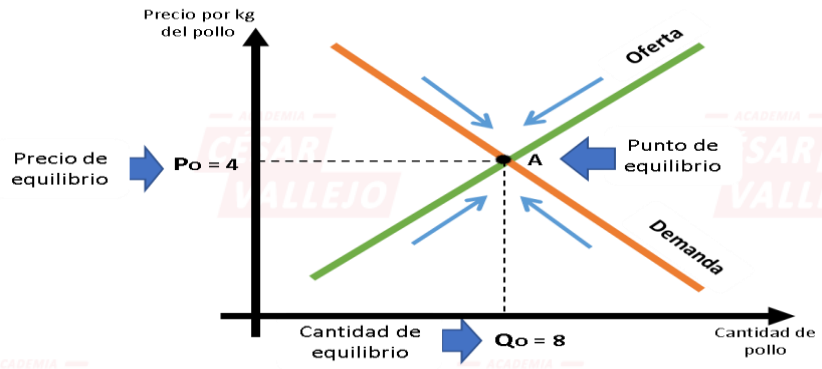


VARIACIÓN DE LA OFERTA

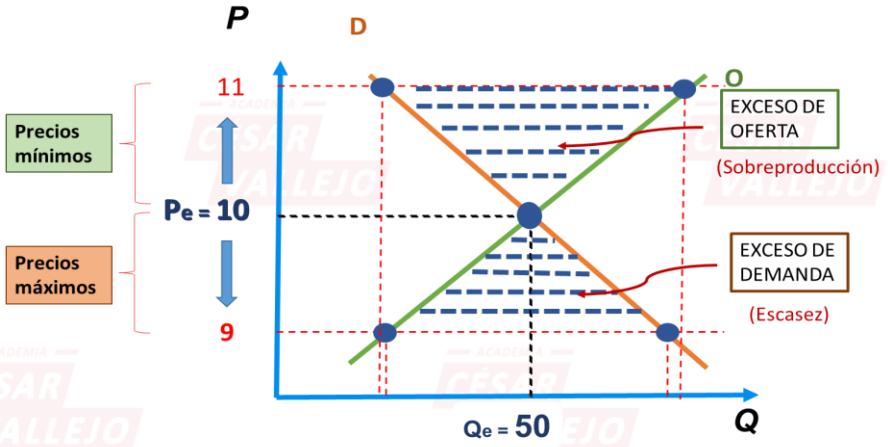
- TECNOLOGIA
- PRECIO DEL BIEN ALTERNATIVO
- PRECIO DEL BIEN COMPLEMENTARIO
- CAPACIDAD INSTALADA
- COSTO DE PRODUCCION



EQUILIBRIO DE MERCADO



CONTROL DE PRECIOS



LEY DE LA OFERTA Y DEMANDA

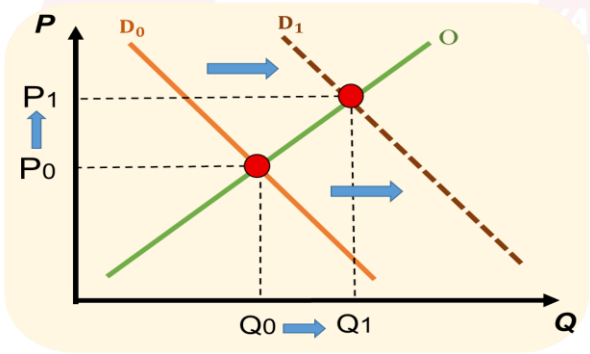
↑D → ↑P | ↑O → ↓P

↓D → ↓P | ↓O → ↑P

DESPLAZAMIENTO DE LA DEMANDA

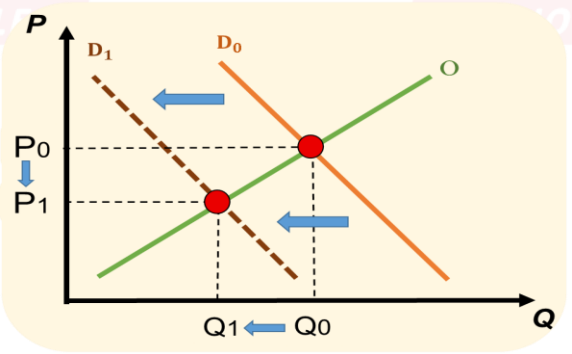
AUMENTO DE LA DEMANDA

↑D → ↑P



DISMINUCION DE LA DEMANDA

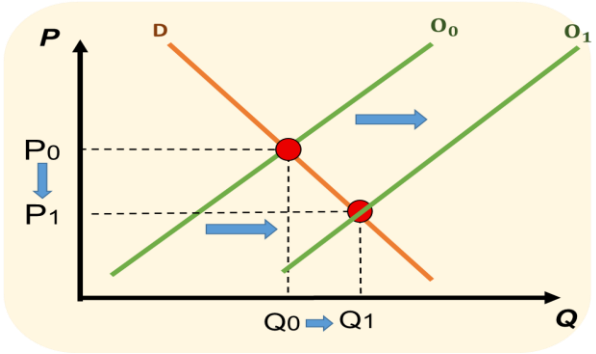
↓D → ↓P



DESPLAZAMIENTO DE LA OFERTA

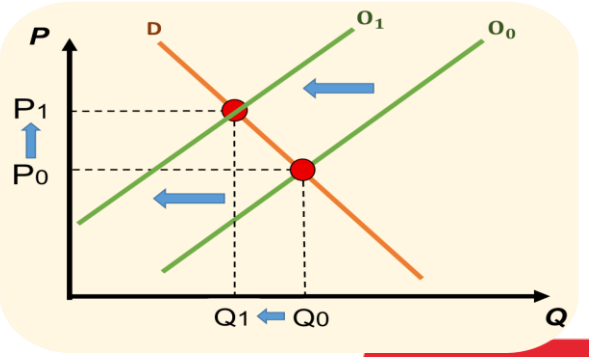
AUMENTO DE LA OFERTA

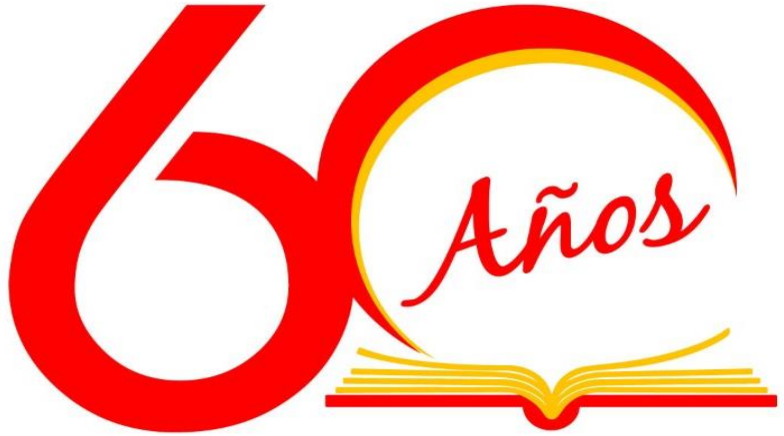
↑O → ↓P



DISMINUCIÓN DE LA OFERTA

↓O → ↑P





¡Gracias!